EDUFYI TECH SOLUTIONS

LEARN · BUILD · GET PLACED

DIGITAL MARKETING PROFESSIONAL PROGRAM

Master SEO, Google Ads, Social Media, Content & Affiliate Marketing through 6 real-time industry projects, MNC mentorship and guaranteed internship opportunities.

PROFESSIONAL PROGRAM

6 INDUSTRY PROJECTS

100% PLACEMENT ASSISTANCE

OUR ALUMNI WORK AT

Microsoft

Capgemini

Deloitte

Adobe

IBM

EY

Bosch

ABOUT US

Who Are We?

At **Edufyi Tech Solutions**, we transform the educational journey of college students through cutting-edge virtual internships and comprehensive training programs. Our approach combines **industry mentorship with practical experience** — every student works on **six real-time capstone projects** per domain, building the skills and portfolio needed to secure their dream job upon graduation.

6
Real-time capstone projects per program

150+
Partner companies offering internships

24×7
Dedicated learner support, anytime

Why Choose Us?

- Choose your speed — master skills at your own pace
- Industry Project Playground with live briefs
- Resume building & aptitude grooming
- Mentors from MNCs & startup founders
- 100% placement assistance
- Exclusive R&D content from leading MNCs
- Unlimited mock interviews & GDs
- Wipro DICE ID accredited global certifications
- Internships with 150+ companies
- 1:1 counselling sessions
- Certifications from Microsoft, Cisco, IBM, Adobe
- Certified bootcamps & webinars
- Lifetime personalized LMS access
- Recorded lectures — anytime, anywhere
- Performance-based stipend — skill up & cash in
- Live mentorship by industry experts
- Direct access to our hiring partners

THE DOMAIN

What is Digital Marketing?

Digital marketing is advertising that uses the **internet and digital technologies** to connect with customers. Instead of print, radio or TV, it uses computers, mobile, social media and search engines to reach consumers **wherever they spend the most time**.

It builds on the same principles as traditional marketing — while adding innovation, profitability, affordability, measurability and precise targeting that traditional media simply cannot offer.

Channels you'll master

SEO · Google Ads · Social Media · Email · Content · Affiliate · Analytics · WordPress

The Scope of Digital Marketing

$264B
Global digital marketing software market by 2030

19.1%
Compound annual growth rate, 2022 – 2030

9M+
Businesses use Facebook to reach consumers

More than **half of all consumers discover companies through social media feeds**, and brands can reach almost a million customers via Instagram alone — across both B2B and B2C campaigns.

Career Opportunities

SEO Executive
Rank brands on search engines

SEM Specialist
Run high-ROI paid campaigns

E-Commerce Manager
Grow online stores end-to-end

Content Marketing Manager
Lead storytelling that converts

Web Analytics Expert
Turn data into decisions

Marketing Executive
Own multi-channel growth

SPECIALISED PROGRAM CURRICULUM

Industrial Training — Sessions 1 to 5

SESSION 1

Introduction to Digital Marketing

- What is Digital Marketing
- Traditional vs Digital Marketing
- Benefits & Scope of Digital Marketing
- Components of Digital Marketing

SESSION 2

Website Planning & Creation

- Benefits of a Website
- Domain, C-Panel, Hosting & SSL
- WordPress fundamentals
- How to design a WordPress website

SESSION 3

Email Marketing

- Introduction to Email Marketing
- How Email Marketing works
- Best platforms for Email Marketing
- Advantages of Email Marketing

SESSION 4

Lead Generation

- Introduction & process flow
- How to generate leads
- Landing pages that convert
- Best landing page builder tools

SESSION 5

Social Media Marketing

- **Facebook**
- Page setup
- Ad campaigns
- Tracking success

- **Instagram**
- Business account
- Post types
- Marketing tips

- **Twitter / X**
- Twitter for business
- Marketing tips

- **LinkedIn**
- How LinkedIn Ads work
- Best practices & options
- Ad formats



Every session blends **live expert instruction** with hands-on practice inside our Industry Project Playground — you learn by doing, not just watching.

SPECIALISED PROGRAM CURRICULUM

Industrial Training — Sessions 6 to 10

SESSION 6 · DEEP DIVE

Search Engine Optimisation (SEO)

- What is SEO, types & how search engines work
- Keywords, research tools & keyword types
- On-Page SEO — titles, meta, headers, alt tags, URLs, schema, sitemaps, robots.txt & page speed
- Off-Page SEO — link types, backlinks, link juice & authority factors
- Domain, site & page-level ranking factors
- Google Analytics, Search Console & SEO audits

SESSION 7

Google Ads

- Account structure & campaign setup
- Search, Shopping, Display, Video & App ads
- Keyword match types & bidding strategy
- Quality Score optimisation

SESSION 8

Content Marketing

- Introduction & content types
- How content marketing works
- Getting started, step by step
- Content creation tools

SESSION 9

Affiliate Marketing

- The affiliate marketing model & players
- How affiliate programs work
- Platforms to find affiliate programs

SESSION 10

Freelancing

- How freelancing works & first steps
- Freelancing platforms & winning projects
- Pricing your work & writing high-quality proposals



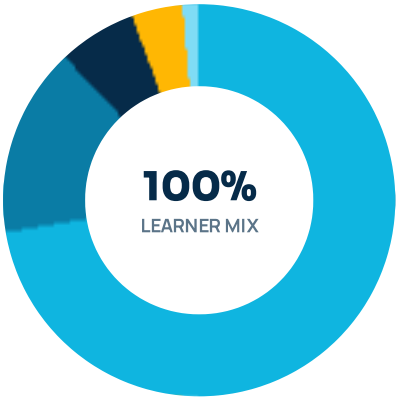
Quiz + 6 Advance Internship Projects

Your training wraps with an assessment quiz and six advance industry projects — Project 1 through Project 6 — that become your professional portfolio.

OUR LEARNERS

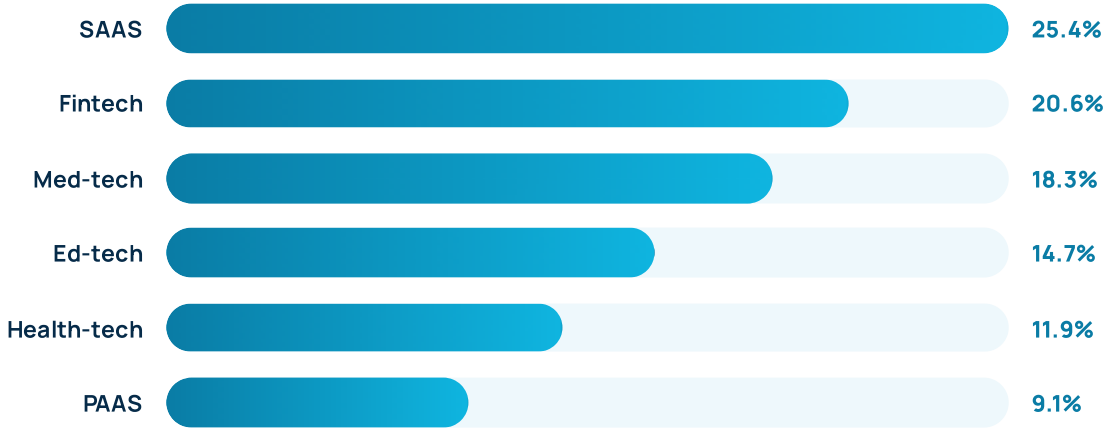
Who Learns With Edufyi?

Learner's Background



UG Management Degree	72.4%
UG – BTech / BE	15.6%
Post-Graduates	6.4%
UG Arts / Social Sciences	4.2%
Working Professionals	1.4%

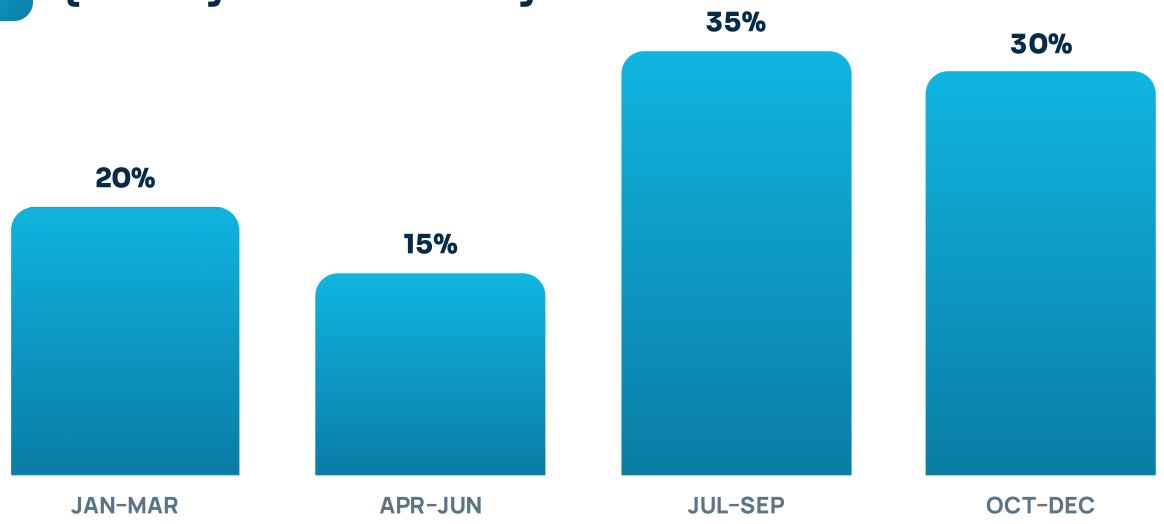
Placements Ratio by Industry



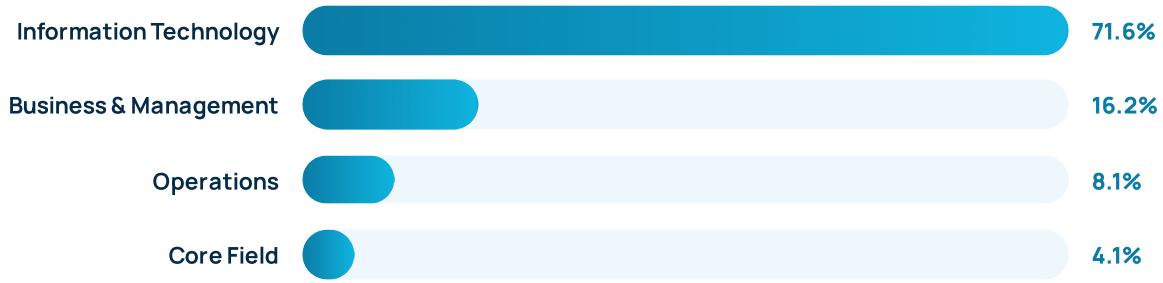
OUTCOMES

Placement Analysis Report

Quarterly Placement Analysis



Offered Profiles & Fields via Edufyi



With **100% placement assistance**, unlimited mocks & GDs, and access to 150+ hiring partners, our learners convert training into offers across every quarter of the year.

CREDENTIALS

Globally Recognized Certifications

Wipro DICE ID Accredited

Every internship, project and domain completion certificate is powered by Wipro DICE ID — verifiable and recognized worldwide.

Professional MNC Certifications

Cisco Certified Support Technician
Cybersecurity

Microsoft Certified
Azure Fundamentals

Autodesk Certified User
Design & Engineering

Entrepreneurship & Small Business
ESB Master

IBM
Internet of Things

Edufyi Domain Internship
Wipro DICE ID Verified

Our Authorised Certification Partners

ADOBE | QUICKBOOKS | CISCO

MICROSOFT | AUTODESK | ESB

ACCREDITED CERTIFICATIONS

Every Milestone, Formally Certified

Every learner receives industry-recognised, accredited certificates on completion of the internship, industrial training and capstone project modules.



INTERNSHIP CERTIFICATE

Accredited Certification



INDUSTRIAL TRAINING

Accredited Certification



PROJECT COMPLETION

Accredited Certification

Internship

Verified internship completion credential.

Training

Industrial training hours certified.

Project

Capstone project completion proof.

01

Complete your internship, training and capstone project modules.

02

Certificates are issued and DICE ID verified within 15 working days.

03

Share a verifiable credential link on your CV and LinkedIn profile.

★

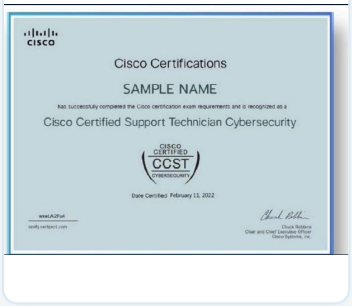
Wipro DICE ID Accredited

Every internship, project and domain completion certificate is verifiable and recognized worldwide.

PROFESSIONAL CERTIFICATIONS

Global MNC Certifications

Learners are prepared for and certified through globally recognised professional certification programs from leading technology companies.



CISCO

Cybersecurity CCST



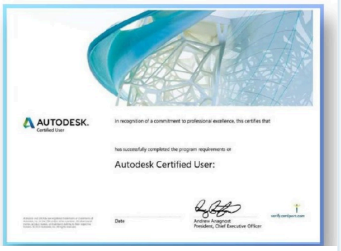
MICROSOFT

Azure Fundamentals



IBM

Internet of Things



AUTODESK

Certified User



ESB

Entrepreneurship

5+

Global MNC certification tracks included in the program.

100%

Exam preparation with mock tests and mentor guidance.

Lifetime

Credentials that stay verifiable throughout your career.

✓

Certification-Ready Training

Exam-aligned coaching, practice tests and mentor support until you are certified.

AUTHORISED PARTNERS

Our Authorised Certification Partners

Edufyi Tech Solutions is an authorised certification and testing partner for the world's leading technology certification bodies.

ADOBE

MICROSOFT

QUICKBOOKS

AUTODESK

CISCO

ESB

6

Authorised certification and testing partnerships.

On-Campus

Test and certify without visiting an external centre.

Global

Credentials recognised by employers worldwide.

Authorised Testing & Certification Centre

Certify on campus with globally accepted credentials — no external test centre needed.

CERTIFICATIONS & CONTACT

Certify. Build. Get Hired.

Finish the program with a portfolio of live projects and a stack of globally recognised certifications employers actually ask for.

- Accredited Certification
- Microsoft Azure Fundamentals
- Cisco Cybersecurity CCST
- IBM Internet of Things
- Adobe Certified Professional
- Autodesk Certified User
- ESB Entrepreneurship
- QuickBooks Certified User

Start Your Journey

Enrol in the specialised Industrial Training & Internship program with 150+ partnered companies. Learn from industry experts, ship 6+ real-time projects and earn globally recognised certifications.

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